

# THE PALATKA NEWS

and Advertiser.

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PALATKA, FLORIDA, FRIDAY, OCTOBER 1, 1915.

\$1.00 Per Year.



## HEAD WEAR

### "The Alpin"

is the popular shape of HEAD WEAR for this Fall. It is the ABSOLUTE CORRECT shape for the particular Dresser.

We have them in STETSONS and same shapes in \$2.00 and \$3.00 grades, all colors and combinations.

FEARNSIDE CLOTHING CO.  
THE BIG STORE ON THE CORNER

## The Putnam National Bank of Palatka

PALATKA, FLORIDA

Total Assets, June 10th	\$700,000.00
Liabilities to Depositors	495,000.00
Assets over Liabilities to Depositors	205,000.00

According to the New York Financial Review we are the second strongest National Bank in Florida.

Our Safe Deposit Boxes, double lock system, are the best make. \$3.00 per year. We solicit your banking business.

GEO. E. WELCH, President  
F. H. WILSON, Vice-President

A. S. WILLARD, Cashier  
CHAS. BURT, Asst. Cashier



Anyone can understand and operate a Ford car. Extremely simple, yet absolutely scientific in every detail. No need of a skilled mechanic to keep your Ford running. Each owner looks after it himself. Doctors, farmers, business men, men in every walk of life, enjoy Ford service and economy, for a Ford costs, on the average, but two cents a mile to operate and maintain.

Ford Runabout	\$390.00
Ford Touring Car	440.00
Ford Town Car	640.00

F.O.B., Detroit. No speedometer included in this year's equipment, otherwise cars fully equipped.

On sale and display at

FORD SALES COMPANY, Palatka  
WALTER W. TILGHMAN, Manager

## JAS. R. MURPHY IS A FORCEFUL EXECUTIVE

Says N. Y. Herald—Result of Broad Training and Experience.

The New York Herald of Sunday, September 12th, devotes considerable space to Mr. James R. Murphy who recently came to Palatka as president of the Florida Farms and Homes, Inc., and which The News is pleased to reproduce for the benefit of its readers, hundreds of whom are deeply interested in the work of development which Mr. Murphy and his associates have undertaken, and whose success means so much to this part of Florida. The Herald article is as follows:

James R. Murphy, from having been the first employee of Joseph P. Day, in 1895, at No. 98 Fifth avenue, risen since to be the general manager of Mr. Day's executive offices at No. 31 Nassau street, and recently having been appointed general manager of the Broadway Subway and Home Boroughs Car Advertising Company, Inc., a subsidiary of the Brooklyn Rapid Transit Company, organized to control and manage the advertising interests of the Brooklyn Rapid Transit Railway system, has resigned his most recent executive connection to give his efforts to the colonization and development of approximately 150,000 acres of land in Marion, Putnam and Clay counties, Florida.

The property to be developed consists of the holdings of the New South Farm and Home Company, acquired by Mr. Murphy on Monday last at auction, at Federal Court foreclosure sale, held in the Federal Court House at Palatka, Fla., for \$500,000, for the Florida Farms and Homes, incorporated under the laws of Virginia.

The newly founded corporation, of which Mr. Murphy has been elected president, has a capital of \$1,000,000 and controls an area of forty-nine miles in length, varying in width from one-half to twenty miles, and including a dozen Florida towns, principal among which are Orange Springs, Fort McCoy, Burbank, Kenwood, Interlachen, Island Lake and parts of Palatka and Silver Springs.

The largest part of this extensive domain is traversed by the Oklawaha Valley Railroad, which operates between Palatka and Ocala, of which system Mr. Murphy has been appointed industrial agent.

These are big honors to have come to a man in the thirty-sixth year of his life and the twentieth of his business career, and yet there are many among those who know "Jim" Murphy—his market "title"—who say his unswerving loyalty to his first employer is deserving of whatever success kindly Dame Fortune may thrust upon him in his new field.

Yet, from the point of view of experience in real estate brokerage, auction selling, appraising and advertising, it is hardly fair to call even distant Florida a "new" field for a man who in his various positions with Mr. Day has participated not only in the sale of real properties located principally in and near New York, but also elsewhere along the Atlantic seaboard, valued at more than \$500,000,000, and who has helped engineer some of the largest and most successful among the most prominent development and advertising campaigns of recent years.

In the conduct of the various campaigns he has participated in is his talent to the lot of Mr. Murphy to have disbursed many millions of dollars in any and every form of advertising, and of all his beliefs, persistent, discriminating, concentrated advertising, every hour of the day and night, by sun and moon, in fair weather and foul, eating, sleeping and walking, is Mr. Murphy's strongest.

Partly as a result of his training and experience, but largely because of his own natural resources and energy, James R. Murphy is a forceful executive and real estate and advertising expert of no mean ability.

Mr. Murphy will make Palatka the location of his main office, where he will be assisted by a force of trained conveyancers, engineers, surveyors, salesmen and builders, but will retain an office in New York, where he will of necessity, spend a portion of each year.

Preparatory to his acceptance of his new and greatly augmented responsibilities, Mr. Murphy last winter spent the best part of four months in completing a careful and analytical study of the real estate situation in Florida, and, particularly, of the holdings of the New South Farm and Home Company, as the representative of a bondholders' protective committee, which comprised interests identified with certain of the most prominent financial institutions in America.

Finding that he would have to combat many serious problems, Mr. Murphy developed at first hand a real working knowledge of the people among whom he expected to cast his lot and with whom he expected to do business in the future. Straightforward, direct methods of dealing with the confusion he found existing gradually won him the confidence of those who already had invested in the lands the newly formed company will complete the development of. It was then that Mr. Murphy determined upon understanding the stupendous life work of colonizing and suitably developing the Oklawaha River district in Florida.

In the accomplishment of this aim he found a number of varying conditions to be met and dealt with, the scattered, half developed communities must needs be brought together, a community of interest established

## ANDREW J. ROOT DIED SUDDENLY

At his Home, Cohoes, N. Y., Last Week—Was Prominent Manufacturer

Who had Spent Many Winter Seasons in Palatka, and Was Highly Esteemed Here.

The Cohoes (N. Y.) Republican of Wednesday, Sept. 22, says:

"Andrew J. Root, one of the most prominent manufacturers of underwear in the State of New York and a pioneer in the industry, died very suddenly at about daylight this morning at his residence at the corner of Mohawk and Oneida streets of heart failure. His housekeeper found him lying on the floor of his room later when he did not appear for his breakfast and Dr. H. B. Gillen of Cohoes was hurriedly summoned, but the physician found upon examination that Mr. Root was beyond human aid. At about the same time Mrs. Neuman and Malcolm Douglas of Albany had been summoned and their findings verified those of Dr. Gillen. Mr. Root's sudden death came as a shock to the great number of citizens who knew him as he was one of Cohoes' leading manufacturers and a prominent resident as well."

Mr. Root was in his 82d year, having been born Jan. 12th, 1834. Since early in life he had been engaged in the manufacture of knitgoods, a business founded by his father in 1855, and to which he succeeded. The company of which he was the president and head has long been known as the Root Company. He was a prominent Mason, a Knights Templar, and a member of Emanuel Baptist church in Albany. Mr. Root was reported as being very wealthy.

He will long be remembered in Palatka. He spent many winter seasons here as a guest at the Putnam House. When that well known hostelry closed down several years ago, he continued to come here for two years, spending most of his time on the house boat of the late John Q. Tilghman, which he rented for the season. The fact that he spent so much time on the river gained him the familiar sobriquet of "Commodore" Root, and many Palatkans remember him best by that title. He was a genial gentleman, one who made no personal friendships, and his death will be mourned by many of our people.

It is said that despite his advanced age Mr. Root gave close attention to his business, and that his illness was of but short duration. The local paper says also that—

The flag on the City Hall and that on the mill were placed at half staff today as a mark of respect for Mr. Root and a tribute to one of Cohoes' most prominent citizens. The mills closed this morning and will not reopen until after the funeral, which will be strictly private in character."

It is due to say that Mr. Root never lost interest in Palatka, and for years has been a regular reader of The Palatka News.

and the welfare of all placed head and shoulders above the interests of any single colony or settlement; that Florida must be taught the safest, truest and best way to develop, and outside capital be shown the real opportunities of this semi-tropical land.

Mr. Murphy in a statement made recently announced his intention to further develop the towns that already are "on the map," to study their resources and to expand them just in advance of the demand; also to aid, in so far as capital, advertising, human ingenuity and population can aid, in their healthy advancement toward greater stability and attractiveness.

In the development of the more remote sections of this enormous tract of land it is proposed to reclaim it wherever it is advisable and necessary to do so, to open connecting highways, encourage good sanitation, the development of suitable residential, farming and business districts, with particular attention to industrial and commercial expansion, and to expedite the extension of connecting and local transit and transportation facilities.

Of the several towns already established in the tract some are of almost ancient origin, and each is of widely differing description.

Orange Springs, for instance, some four decades ago was well and favorably known as a winter resort and is noted for its possession of numerous clear water springs having medicinal qualities. The location, it is stated recently has been considered as a winter training camp for the Federal League.

Fort McCoy is an old Seminole Indian village; Burbank, a center of horticultural and agricultural interest, is named after Luther Burbank; Silver Springs, which empty into the Oklawaha river, are noted for their clear waters, vegetation at a depth of almost a hundred feet being clearly visible; Rodman, where hundreds of thousands of dollars has been invested in the development of agricultural products and the breeding of fine cattle, is where a live, enterprising community has replaced a lumber camp of only three years ago.

Other interesting places within the confines of the domain now brought under the jurisdiction of Mr. Murphy and his associates include parts of Palatka, Interlachen, Kenwood, Island Lake and several smaller but nevertheless attractive settlements, the possibilities of which yet are hidden beneath the charms of Floridian romanticism.

## CROWDS WILL VIEW PALATKA'S LAUNCHING

Big Schooner is Nearly Ready for Slide to the Water.

Gov. Trammell and Col. Rob't W. Davis Will Deliver Principle Addresses—Senator Bryan and Ex-Gov. Gilchrist to be Here.

The board of trade committee in charge of the big celebration which Palatka is to give on the 14th inst. in honor of the launching of the big schooner "City of Palatka," has everything coming its way and the celebration promises to be all and more than the most ardent had hoped. Interest in the event is not confined to the county, but is statewide. It is something new for a ship of the dimensions of this to be built in Florida, and everywhere it is being commented on by the press. Hundreds will be here from adjoining counties.

The committee has prepared many sporting events for the day for the pleasure of visitors after the launching ceremony. Chief among these will be speed boat races, foot ball, parades and a dance at night on the deck of the monster schooner, which will be tied to a down-town dock and prepared for a party.

The city will be gaily decorated, and one of the pretty events will be a parade of decorated motor cars.

The launching will take place at 1 o'clock. The scene of the launching will be a beautiful grove of live oaks, overlooking the river at East Palatka and but a short walk from the east end of the bridge. Here a speaker's stand will be erected and here Miss Margaret Willard, a granddaughter of Col. Rob't W. Davis, will, when the word is given, crack the bottle of champagne on the vessel's prow.

Here to, Gov. Park Trammell, one of the most popular and eloquent of Florida's long line of chief executives, will deliver an address suited to the occasion. He will be followed by "Our Bob," Col. Rob't W. Davis of Gainesville. Other noted men will occupy the stand and may speak a few words. Among them will be ex-Gov. Albert W. Gilchrist, Senator N. P. Bryan, Commissioner of Agriculture, W. A. McRae, Hon. Perry Wall of Tampa, and others. Col. S. J. Hilburn will be master of ceremonies and will introduce the speakers.

It will be a pretty sight to see this great boat—capable of carrying more than a half million feet of lumber in its hold—as it is loosed and allowed to slide gracefully from its high place into the water. It will also be a novel sight in Palatka.

Of course Palatka is proud of this achievement—and it is going to walk proudly all that day.

The city invites the people of Florida to be its guest on this 14th day of October—it not only invites, but it urges them to come and enjoy the day with us. Low rates have been announced on all the railroads entering the city for that day, and the county commissioners have announced a free bridge for the day.

The ladies of the city will serve lunches on the grounds and a basket dinner will be spread.

### Palatka Girl Captivates Tourist.

Secretary Elliott of the board of trade has many strange requests, but it is not often that he is called upon to run down one of Palatka's charms at the behest of a tourist. But he had one such this week. Here it is:

"On Board SS Lenox  
September 22, 1915.

"Dear Sir:

"I have a rather strange request to make of you. The following is the story:

Sunday night while the "City of Jacksonville" was unloading freight at your city, I asked a young lady standing on the dock questions concerning the place, and also made arrangements to see her the following evening. As she was the only one on the dock that spoke to anyone on the boat I believe you will be able to locate her. If you are able to find her, please have her drop a card or write a letter to the following address— (here follows the address of the young man, which the young lady can get only of the Secretary.)

"The letter continues: "As we had forty-five minutes to spend there Monday night I decided to visit the place. While up in the city I understood this young lady came down to the dock and enquired for me. I was very sorry that I missed her, and therefore ask you to make a few inquiries around the dock among the young ladies, as she probably comes down there quite often. She was dressed in a white short waisted suit with a belt and white shoes; she has dark hair and is rather slightly built.

"Thanking you in advance for the trouble I may cause you, I remain,  
Very truly yours,

The secretary has as yet made no determined effort to locate this young lady; he had it in mind to run down to the dock, sit down and let his feet hang off, but the fact is he has been too busy to undertake it. However, knowing that The News had a large circulation among the young ladies of the city, he has asked us to publish the letter, which we are glad to do, hoping that we may be the humble instrument of Providence in helping out this really soulful young man, who evidently needs some one to love. Its awful funny when you feel that way.

## "GREESY JIM" IS HELD FOR MURDER

Man Who Knew Nothing, Now Has Time for Reflection.

The coronor's jury in the case of Barrows and Wells, whose mutilated bodies were fished from the St. Johns river above San Mateo some two weeks ago, and whose deaths were due to a drunken row among the occupants of several boats tied together, agreed on a verdict last Monday afternoon after listening to testimony the recital of which covered the better part of three days.

The verdict charges Jim Meredith—"Greasy Jim"—with murder. The charge is that he murdered Barrows.

The verdict is clothed in the regular legal phraseology made and provided by the State, and reads like a leaf taken from an old book—so old that its whiskers were gray when King Solomon married his 'steenth wife. It is also funny.

"An inquisition, inked and taken for the State of Florida, in the County of Putnam on the 19, 22, and 27th days of September, Anno Domini, 1915, before me (John E. Marshall), as coroner in and for said county, upon the view of the body of Robert Barrows then and there lying dead, upon the oaths of C. H. Wigg, Tom Holden, John C. Marshall, J. D. Doyle, J. O. Allen and S. H. Blunt, good and lawful men of said county, who being duly sworn and charged to enquire how, and in what manner, and by whom, the said Robert Barrows came to his death, do say upon their oaths aforesaid that James Meredith on the 17th day of September, 1915, in county aforesaid, in and upon the said Robert Barrows in the peace of God then and there being feloniously, wilfully and of malice aforethought, did make an assault, and that the said James Meredith with a certain knife which he then and there had and held, in and upon the said Robert Barrows a mortal wound did inflict, of which said mortal wound the said Robert Barrows died, and that the said James Meredith in the manner aforesaid, did kill and murder."

"Greasy Jim" who knew nothing whatever, and who consumed the better part of a day in telling it, is well paid for his silence. He may never be convicted of killing, let alone murdering, the said Robert Barrows in the peace of God feloniously and with malice aforethought and with a certain knife which he then and there had and held, and with which he did then and there kill and murder the aforesaid Barrows by the infliction of a mortal wound, and of which said mortal wound the aforesaid Barrows went and died as aforesaid, but Jim—"Greasy Jim"—will have a chance to sober up and reflect on the immutability of things which are not mutable because of their aforesaid immutability.

In other words Jim stands to lie in jail for a while before again being called upon to lie to a jury. The grand jury may indict him, but his conviction is another question.

"Greasy Jim" wore twenty-one knife cut ornaments when he arrived in the city from the scene of the fracas, evidence that he was loitering in the immediate vicinity of the cutting; and if he was the cutter he was also the cuttee, aforesaid, while Robert Barrows aforesaid was then and there in the peace of God being feloniously, wilfully and with malice aforethought carved and cut with a certain knife which some one then and there had and held and otherwise manipulated with murderous dexterity into and among the vitals of the aforesaid Robert Barrows, who was either killed or murdered or slain by someone in the peace of God. Anyway, he is still dead.

### National Highway Meeting.

Delegates from Hamilton, Columbia and Bradford counties will meet others of Putnam county in this city on Thursday, the 14th inst. to discuss plans for securing a routing of the National Highway through these counties to Palatka. Secretary Elliott is planning the meeting and has already been assured of a large attendance. Owing to the celebration in Palatka that day in honor of the launching of the big schooner "City of Palatka," special rates have been made on all the railroads.

### Earnest Company's Opening.

Next week Thursday, Friday and Saturday, Oct. 7, 8 and 9th, the Earnest Company, Palatka's big department store, devoted to the needs of women and children, will hold its regular fall opening. These semi-annual openings of the Earnest Company have come to have a wide significance in Palatka—they mean an opportunity for our ladies to see the very latest in women's suits, coats, shoes and every other line of wearing apparel, something never really afforded them until the opening of this big, modern, low-priced store.

These days, set apart by the Earnest Company for their opening event, mean that hundreds of ladies from the country, as well as the ladies of Palatka, will avail themselves of this opportunity to study styles and make selections such as are only afforded ladies in the largest cities in the country.

Fortune never disappoints the man who knows he will fail.

Instead of calling a doctor, the self-made chap should send for a repair-man.

DO YOU NEED ENGRAVED VISITING CARDS? THE NEWS REPRESENTS THE LARGEST AND BEST ENGRAVING HOUSE IN THE SOUTH. BRING PLATE IF YOU HAVE ONE. ORDERS TAKEN FOR EVERY SORT OF ENGRAVING REQUIRED FOR SOCIAL DUTIES.